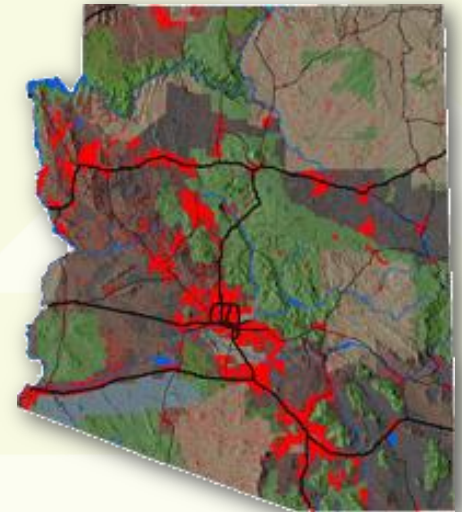# Building and Employment Databases
Project Overview

June 22, 2010

Outline

- **Project Background**
- **Why is this Important?**
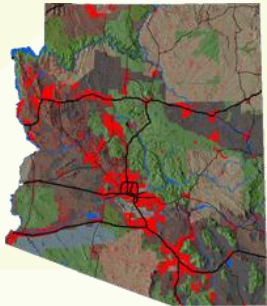- **Project Overview**

Project Background
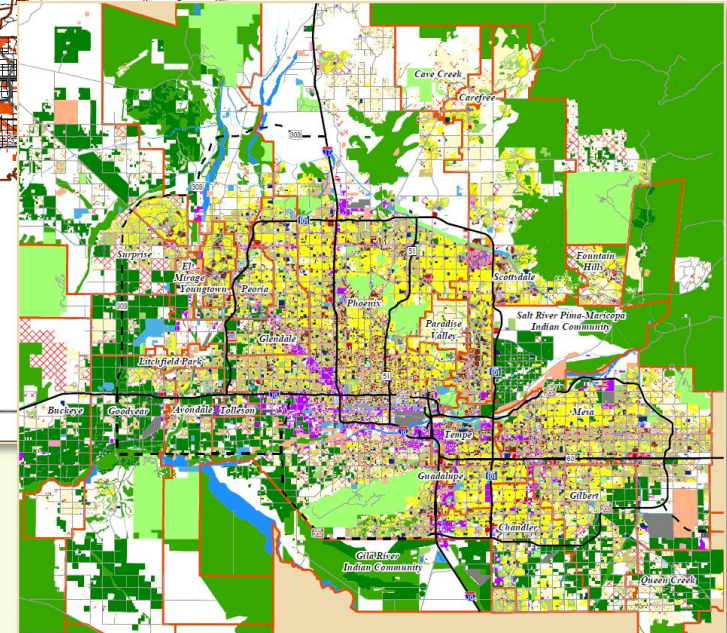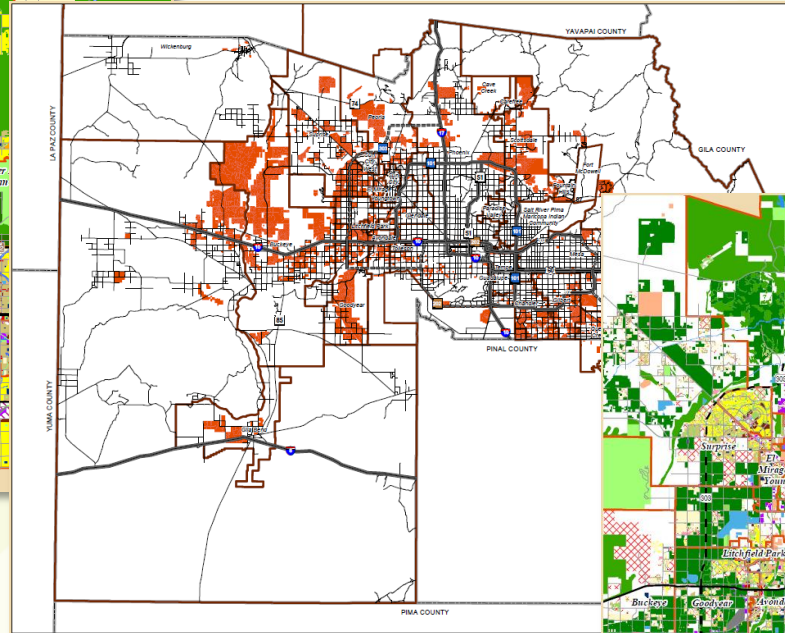
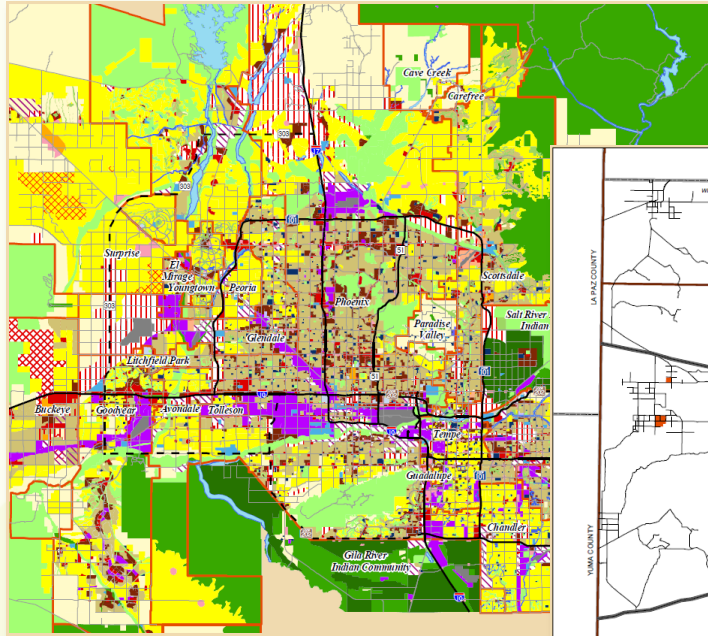## Why are we doing this project?

Official Projections

- **Prepared every 5 years or as needed**
- **40+ Variables Projected**
- **MAG Committee Approval**
  - Population Technical Adivsory Committee (POPTAC)
  - Management Committee
  - Regional Council
- **Modeling Input for:**
  - Transportation
  - Air Quality
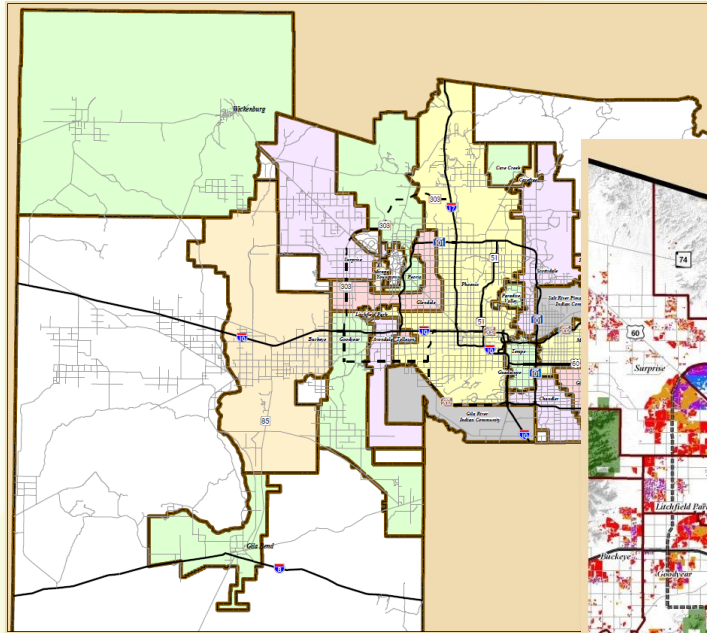 - Regional Planning

Composite Data Maintained by MAG

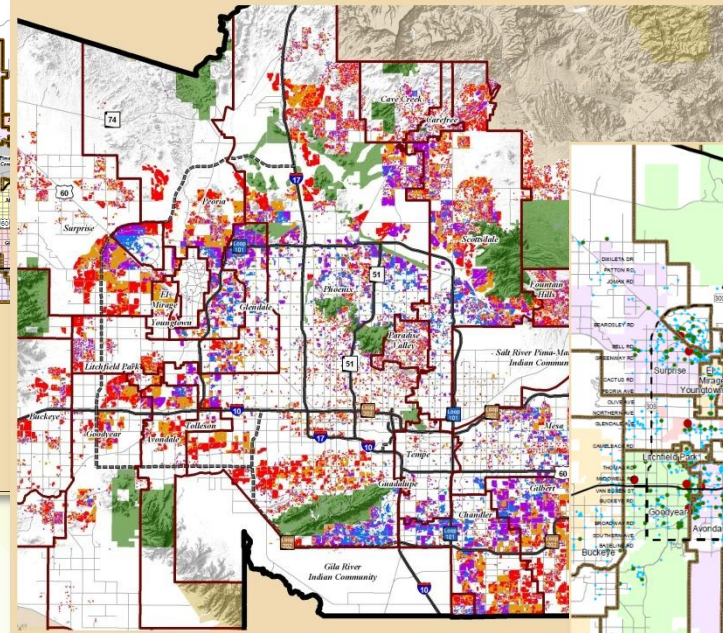
- **General Plans**

- **Developments**

- **Existing Land Use**

Composite Data Maintained by MAG

- **MAG Geography**

- **Residential Completions**
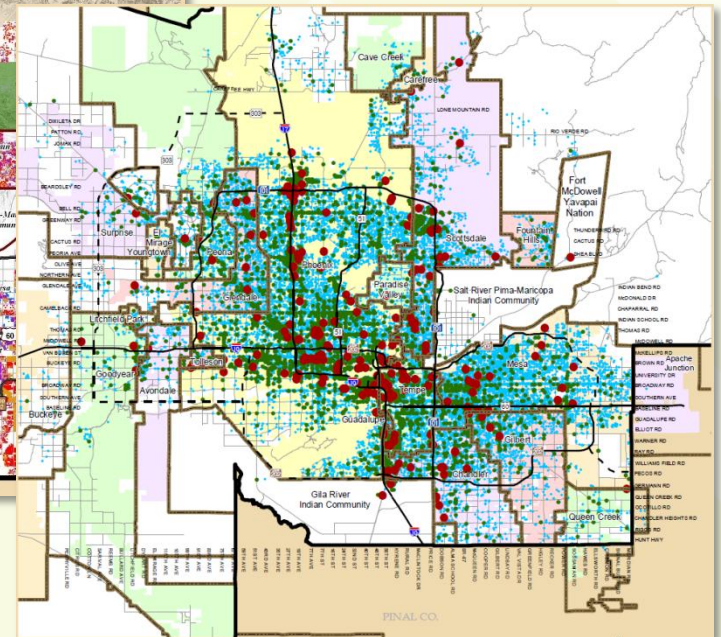
- **Employers and Employment**

Data Collected by MAG

Examples of Other data purchased/collected:

- Commercial permits
- Foreclosure data
- Sales data
- Built space information
- Street centerlines
- Many census products, including:
  - Decennial Census
  - American Community Survey
  - Federal-State Cooperative for Population Estimates (FSCPE)
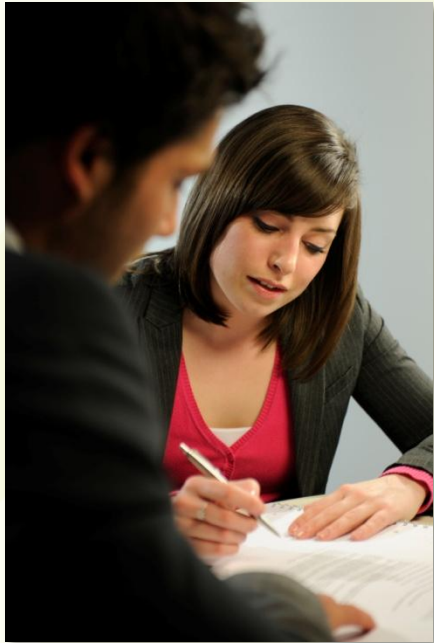
Need for Enhanced Datasets

- **Implementing Highly Disaggregate Models**
  - AZ-SMART based on UrbanSim/OPUS Framework
- **Parcel-based Data Needs**
  - Built Space
  - Business and Jobs
  - Residents
- **Internally Consistent Datasets**
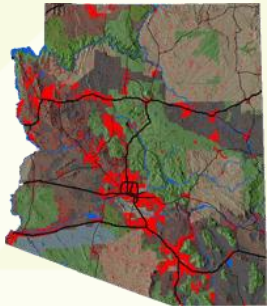
Why is this Important?

How will this benefit MAG and Member Agencies?

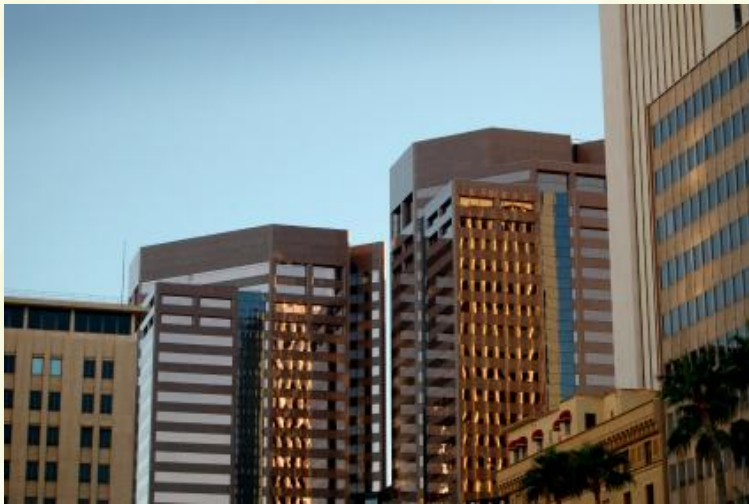**Census provides data by Place of Residence**

Our need is by Place of Work

Current Employer Database

- **Top-down approach**
- **Inconsistent with:**
  - Trip Reduction Program
  - Harris InfoSource
  - QCEW (ES-202)

New Approach

- **Bottom-up approach**
- **Improved Data Linkages**

Project Overview

What will this project accomplish?

New Employment-Related Databases

- **Building and Landmark Inventory (BLI)**
- **Multiple Location Employers (MLE)**

Examples of BLI and MLE

BLI

- **Major Buildings**
- **Landmarks**
- **May have subcategories**
- **Spatial Link**

MLE

- **Employers with Multiple locations**
- **May have subcategories**
- **Specific Professions**
- **Spatial Link**

BLI Examples

- **Malls**
- **Cemetaries**
- **Hospitals**
- **Airports**
- **Faith-based Locations**
- **Golf Courses**
- **Public Buildings**
- **Stadiums/Arenas**

MLE Examples

- **Car Dealers**
- **Supermarkets**
- **Banks**
- **Restaurants**
- **Pharmacies**
- **Realtors**
- **Dentists**
- **Hairdressers**

Application

- **Method to Evaluate Databases**
- **Predict Employment**
  - NAICS Code
  - Number of Firms
  - Number of Employees

Predictions Based On

- Location
- General Plan
- Size of Parcel
- Land Use

Next Steps

- **Eval Team Recommendation**
- **MAG Approval Process**
- **12 Month Schedule**

Questions?